

South Carolina Statewide Lodging Outlook Report
March 2016

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: January 2016	March 2016	% Chg	March 2016	% Chg	March 2016	% Chg	% Chg	% Chg	% Chg
United States	66.4%	-0.4%	\$124.37	3.2%	\$82.60	2.7%	4.4%	1.6%	1.2%
South Atlantic**	72.4%	0.9%	\$133.84	3.7%	\$96.93	4.6%	6.0%	1.4%	2.2%
South Carolina	68.5%	6.1%	\$103.04	6.1%	\$70.59	12.5%	13.9%	1.3%	7.4%
Year-to-Date: January through March 2016	Jan-Mar 2016	% Chg	Jan-Mar 2016	% Chg	Jan-Mar 2016	% Chg	% Chg	% Chg	% Chg
United States	60.7%	-0.5%	\$120.92	3.2%	\$73.34	2.7%	4.2%	1.5%	1.0%
South Atlantic**	65.4%	0.1%	\$126.71	3.4%	\$82.91	3.4%	4.8%	1.3%	1.4%
South Carolina	58.3%	5.8%	\$93.15	5.6%	\$54.33	11.7%	13.2%	1.3%	7.1%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		April 2016	May 2016	June 2016
STR, Inc. <i>From January 2016 Forecast Report</i>	Occupancy Forecast	70.0%	65.9%	73.3%
	% Chg vs same month in 2015	1.1%	0.6%	0.0%
TravelClick <i>From Bookings as of 04/03/16</i>	Occupancy from Current Bookings	36.8%	15.4%	9.5%
	% Chg vs same month in 2015	0.3%	-2.5%	-9.0%

Source: STR, Inc. and TravelClick